

Event

Trends

2026

Interviews with event
organisers internationally
plus Lyyti's insider stats





Table of contents

Lyyti's 2026 predictions for events:

- 1 Size - Smaller groups > mass gatherings
- 2 Format - Varied and goal oriented
- 3 Scheduling - Mind the cognitive load
- 4 Turnout - Participation trumps registration
- 5 Management - Event tech forms the backbone
- 6 Insider eye with SuperOffice

Foreword

This report is built on two complementary perspectives.

First, we gathered insights from event professionals through our survey to understand how priorities, challenges, and decision making are changing across the industry.

Second, we analysed aggregated data from Lyyti's platform to see how events are actually being planned, executed, and attended in practice.

The result is a practical view of how professional event work is evolving as we move toward 2026.

Petri Hollmén
Founder & CEO of Lyyti



Trend 1

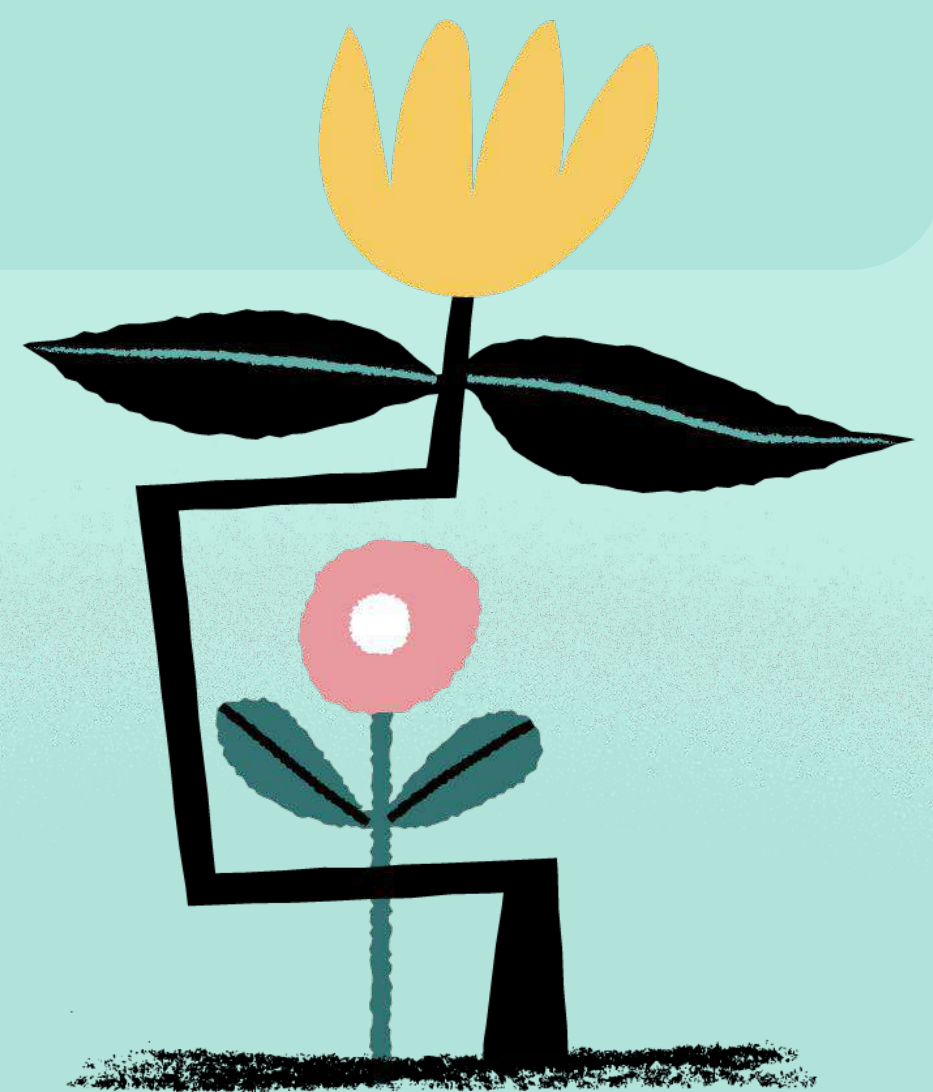
Event size

Smaller groups > mass gatherings

What leaders think

“After a series of successful and well-received webinars and physical events over the past year, we will also invest heavily this year in reaching out to our various customer segments with engaging events.”

Mathilda Ekbladh, Yamaha



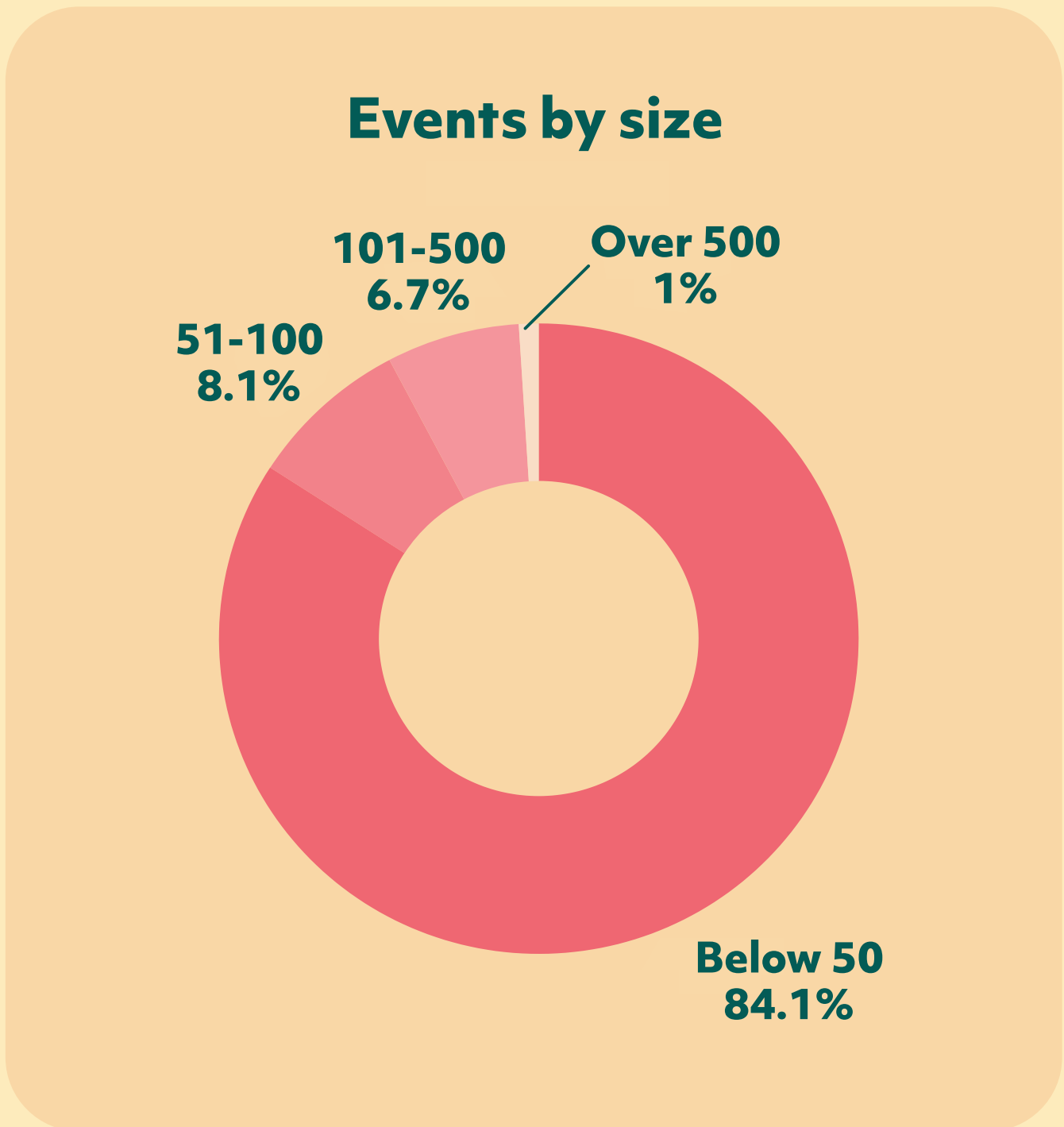
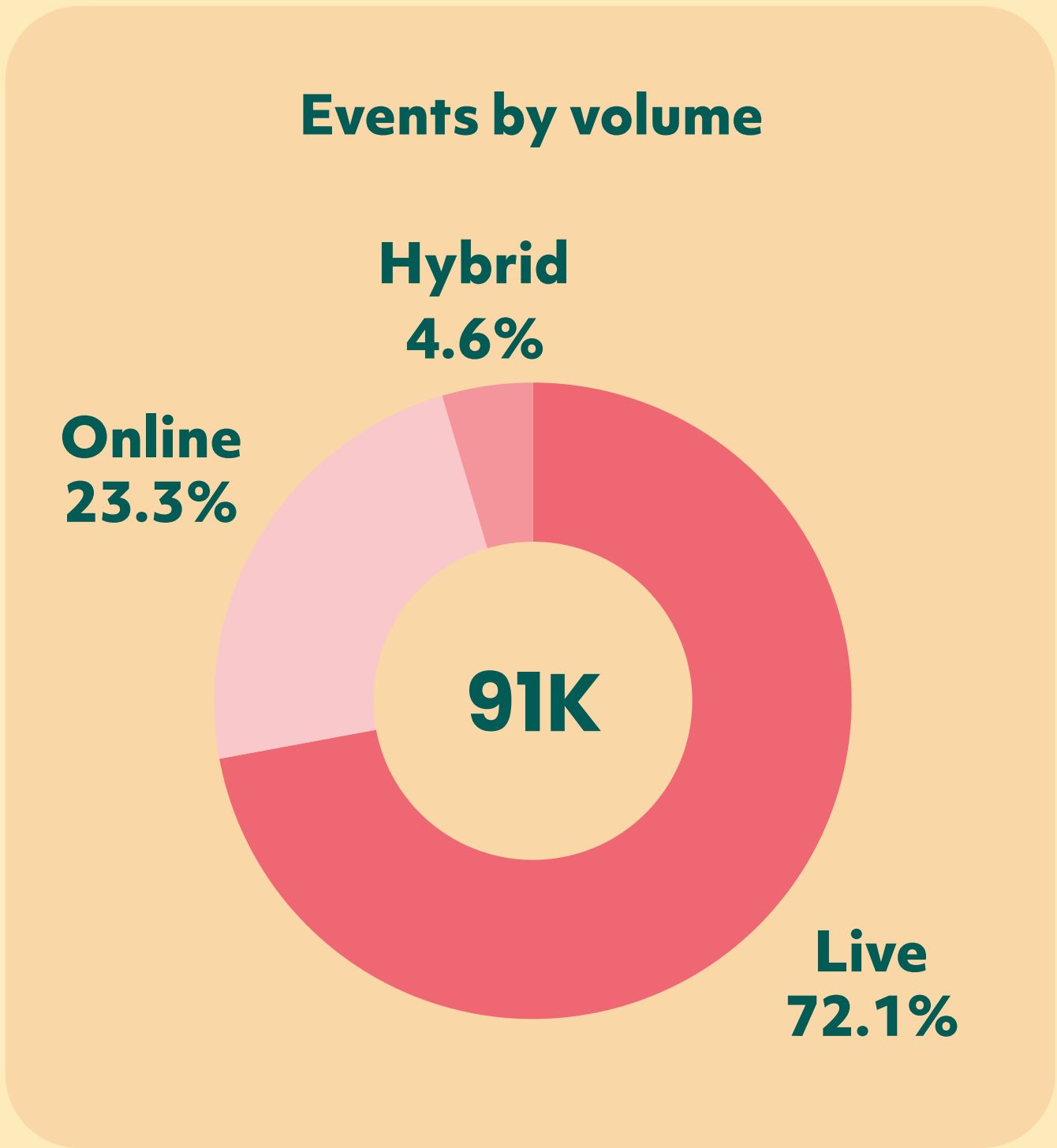


Lyyti's findings

In 2025, event professionals managed over 91K events with the help of Lyyti's platform, a 7% increase year on year. Primarily, they were live events, with a 72% share. Online events formed 23% of all the events, and a little under 5% were hybrid.

The scale of these events tells an even clearer story. In 2025, more than 84% of all events had fewer than 50 participants, and over 92% stayed below 100 participants. Large scale events are the exception rather than the rule: fewer than 1% of events exceeded 500 participants, and just 0.3% reached over 1,000 attendees. This confirms a long tail reality where value is created through smaller, targeted formats rather than mass scale gatherings.

92% of events in 2025 had fewer than 100 participants, reinforcing that the true competitive advantage in events is built through smaller, more targeted formats rather than large scale reach.





Trend 2

Format

Varied and goal oriented

What leaders think

“Different formats serve different purposes. The focus is no longer on the format itself, but on what we want to achieve with the event.”

Jonathan Olsson, Match2One

“In relation to events, outcome driven insights are important to understand. Think about what is moving the needle in the right direction.”

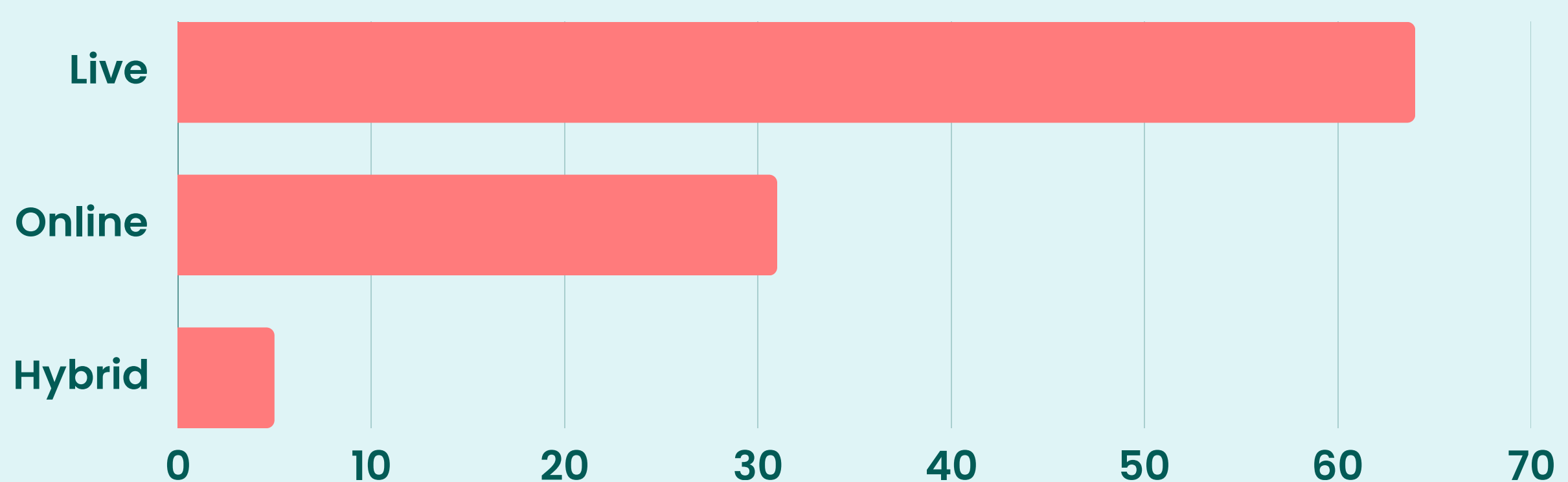
Bettina Isabelle Berntsen, SuperOffice

Lyyti's findings

In 2024, Lyyti handled around 5 million registrations.

- About 64% of participants registered for live events, 31% for online events, and 5% for hybrid events. Live event audiences were the only group that grew.
- Approximately 40 million contacts were imported to Lyyti, and about 14% took action, either registering for an event or declining an invitation.
- Notably, imported contacts increased by about 15%. More people are being invited to events, increasing competition for attention and making differentiation critical.

Registrations by event type



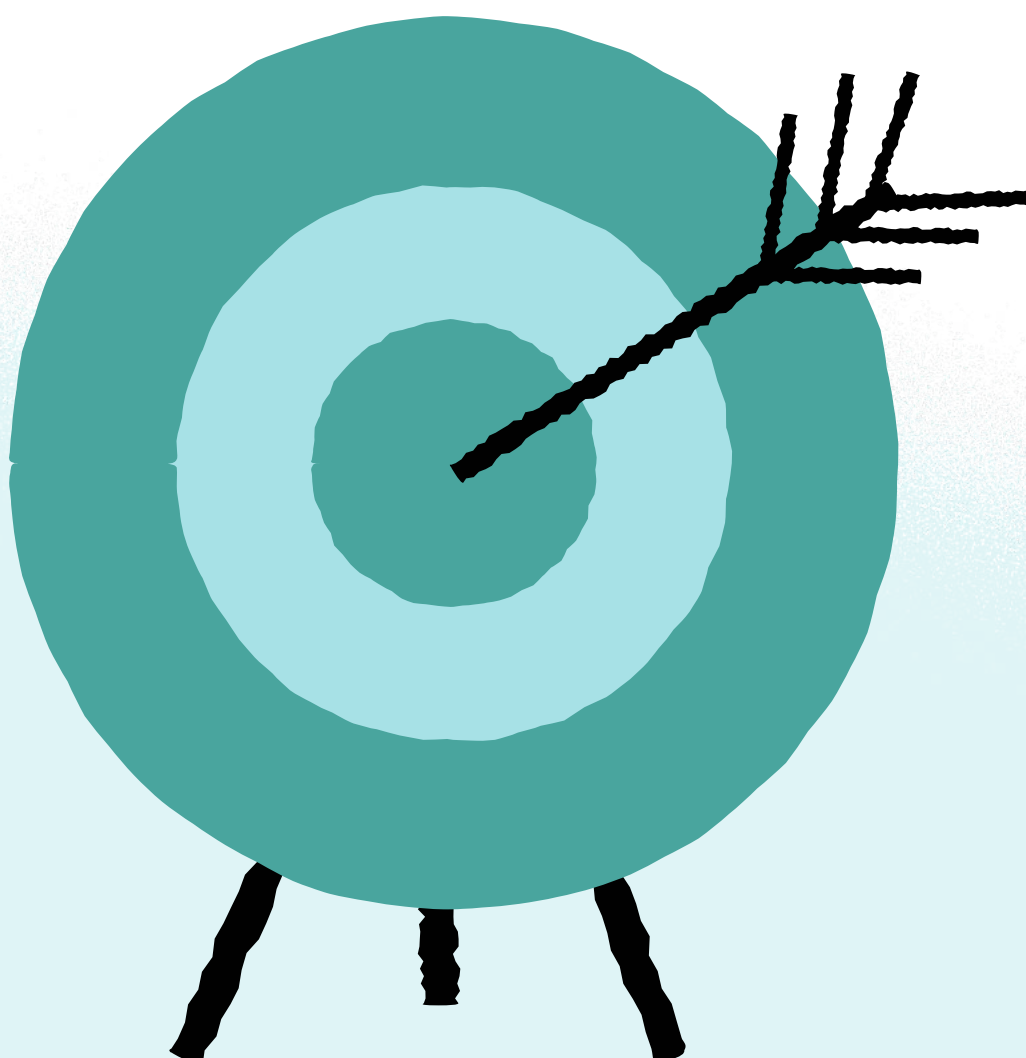
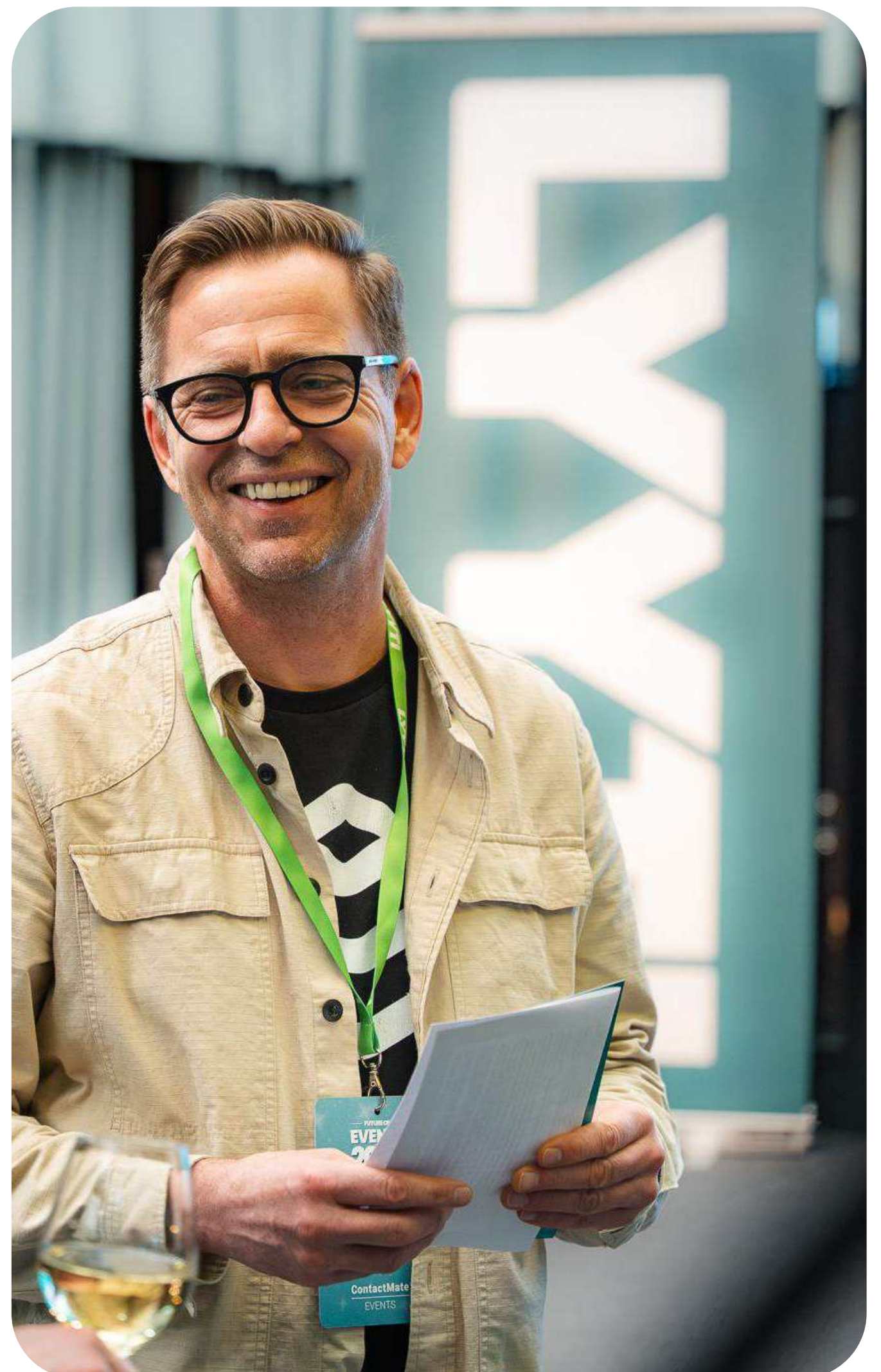
What this means for you

There is no single winning event format. Live, online, and hybrid events each play a distinct role depending on the goal.

Marketers should plan event portfolios where format follows objective. Relationship building, reach, accessibility, and efficiency should each determine how an event is designed and delivered.

As invitation volumes grow, success depends less on format choice and more on clarity of purpose and relevance to the audience.

In 2026, the strongest strategies will be those that use each format deliberately and with intent.





Trend 3

Scheduling Mind the cognitive load

What leaders think

“Participation has become more challenging as calendars are full. Timing and relevance are now critical if you want people to show up.”

Joonas Valkonen, Timma



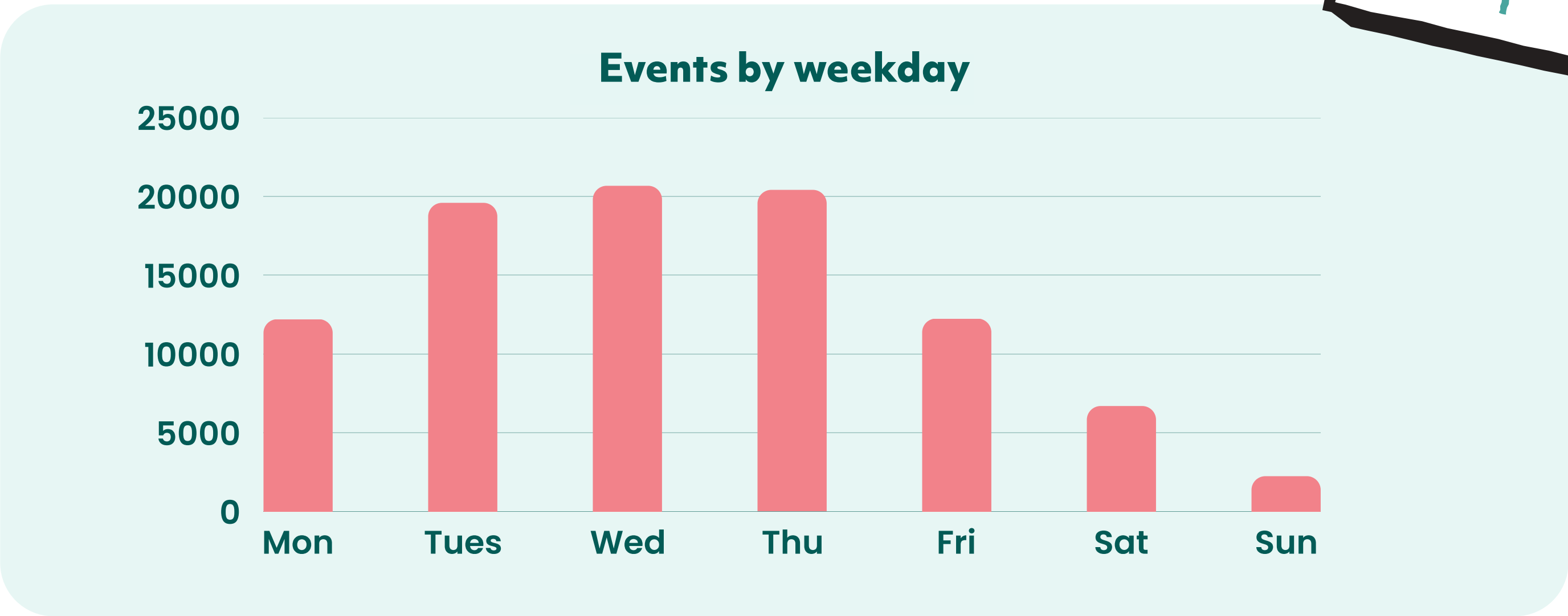
Lyyti's findings

A. Days

Mid week remains the most common choice, and Thursdays are gaining momentum. After work events are clearly increasing

B. Timings

- Events starting at 5 p.m. have increased 11%
- Events starting at 6 p.m. have increased 27%
- Events starting at 7 p.m. have increased a staggering 34%



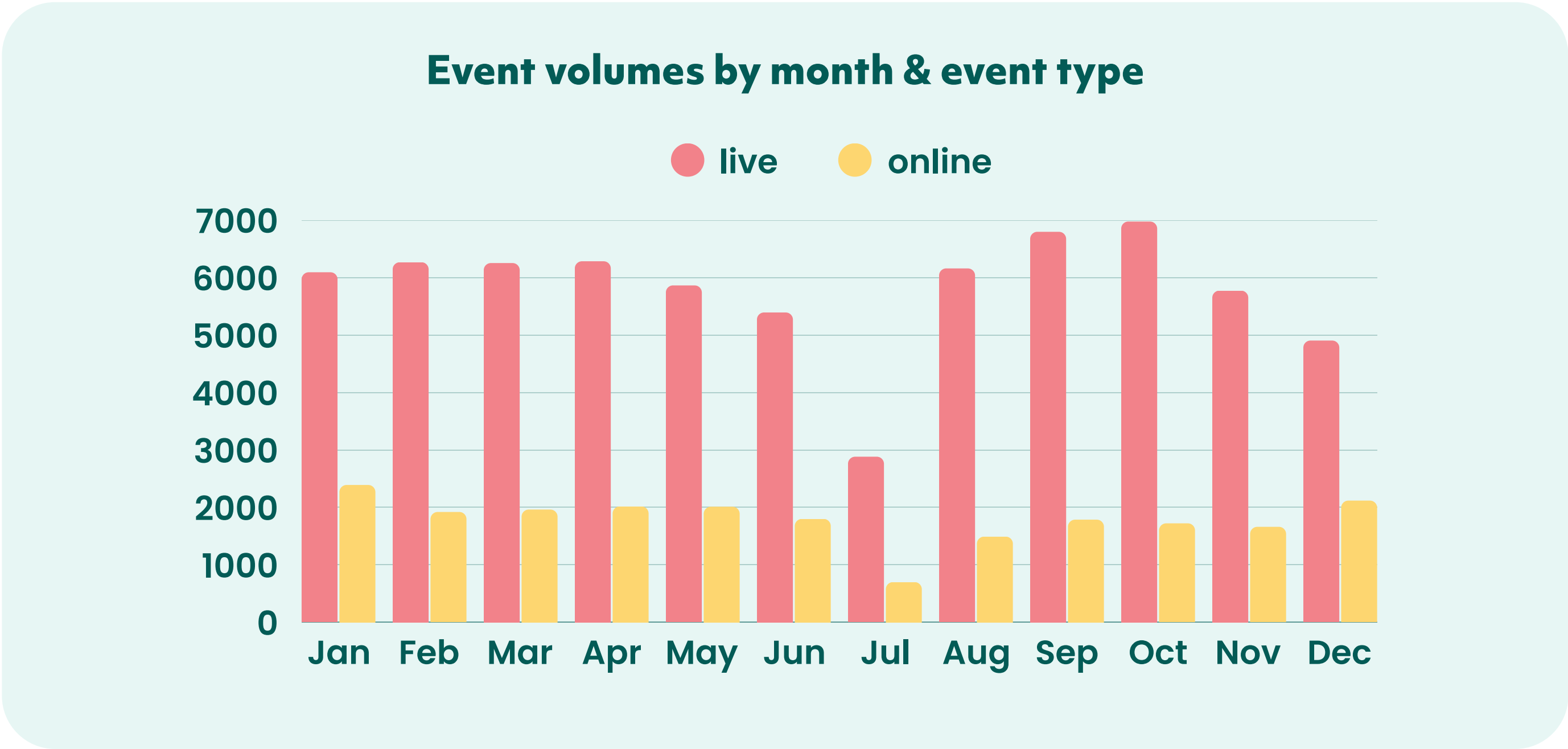
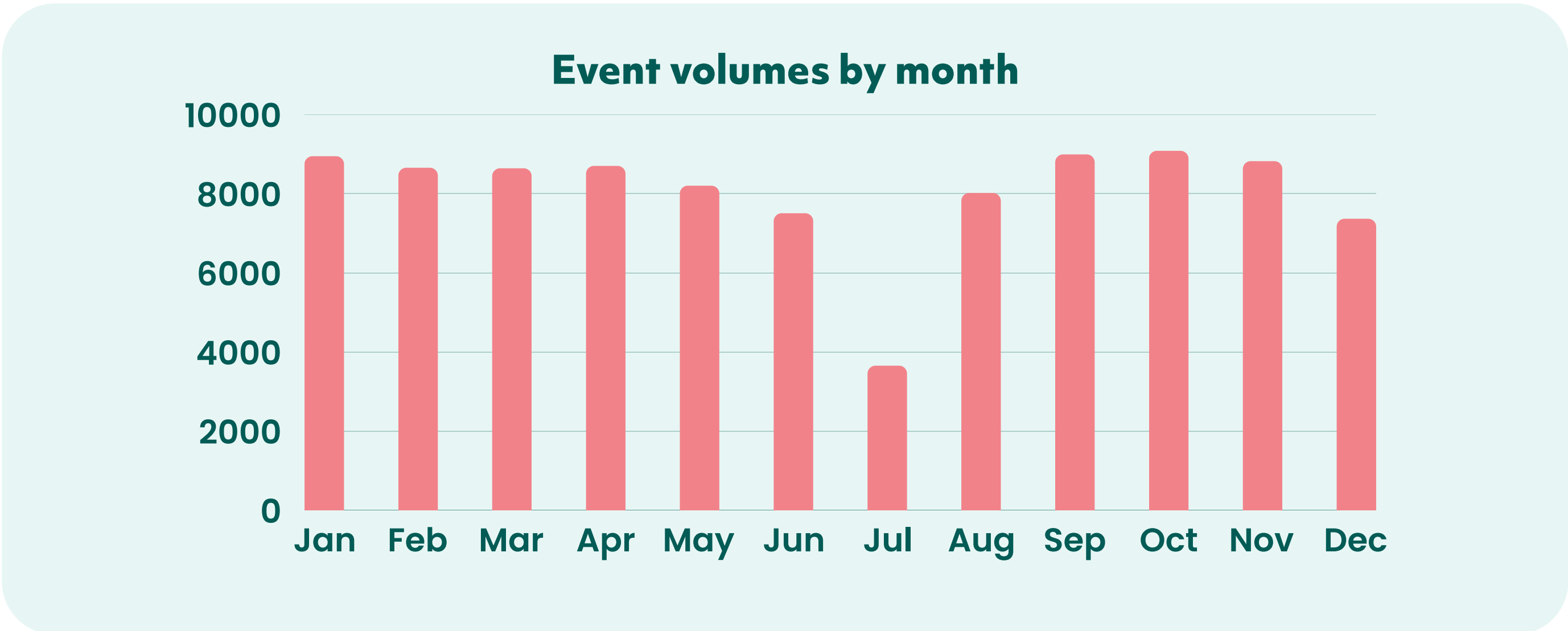
C. Seasonality across the year

In 2025, almost all months look similar apart from July and August. In-person events dominate every month and drive overall seasonality.

The July collapse is almost entirely driven by in person events, highlighting how calendar driven physical events still are. Hybrid events remain consistently small in volume, with only minor seasonal variation.

In August, events increased by 67%

In December, events increased by 38%





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Trend 4

Turnout

Participation trumps registration

What leaders think

“The biggest challenge is proving impact. Registrations alone don’t tell the story—we need to understand what actually leads to participation and results.”

Minna Salin-Kivimäki, Marco Group

“People want to feel special, and events is an important channel and arena to create that feeling”

Bettina Isabelle Berntsen, SuperOffice



Lyyti's findings

A. Participation patterns by format

In person events dominate participation volume, especially in May and September to November.

Online participation is highly seasonal, with strong peaks in January, March, and October, and a sharp collapse in July, even more pronounced than for in person events.

Hybrid events punch above their weight. While small in absolute numbers, their participation peaks align with major in person months, suggesting they often extend flagship events rather than function as standalone formats.

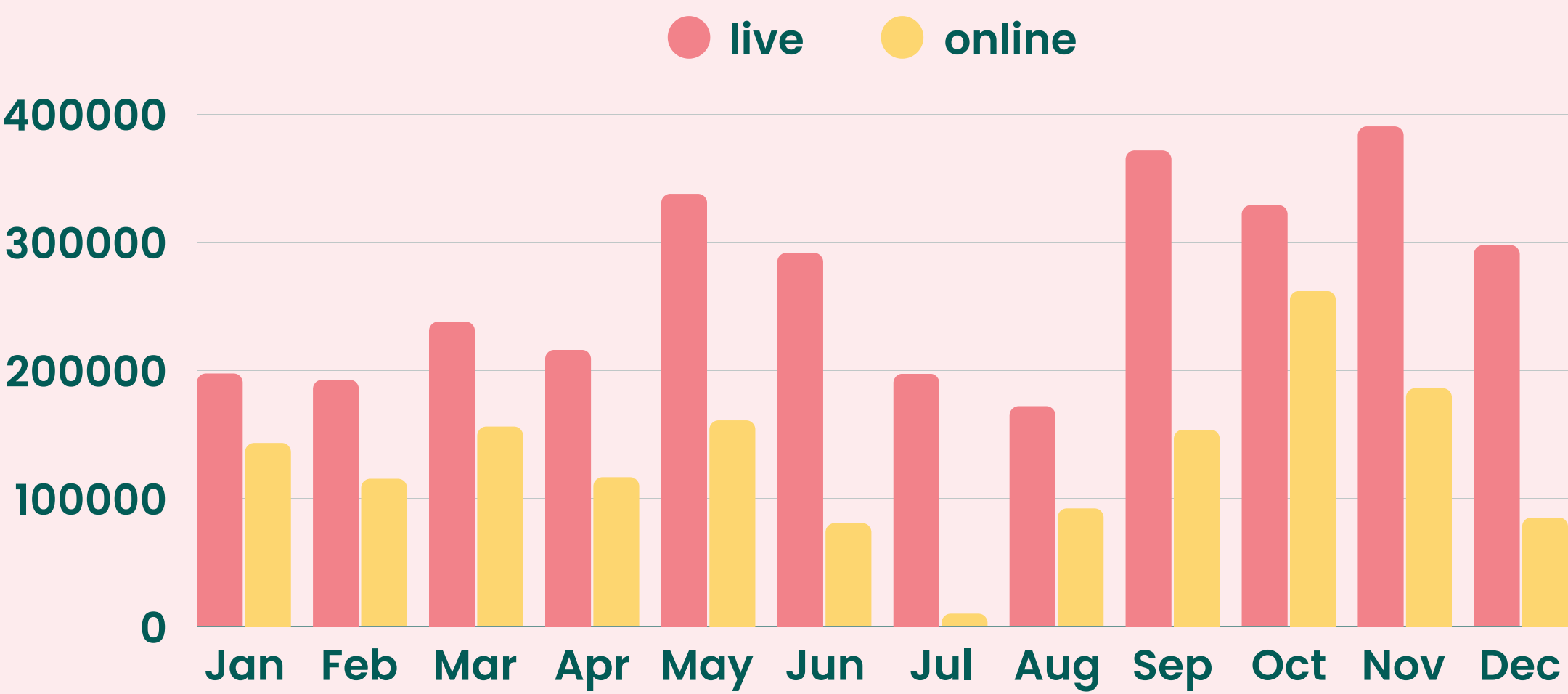
B. Participation patterns by season

The July drop is more pronounced in participation than in event count. This indicates not just fewer events, but significantly smaller audiences.

Year on year participation grow this strongest in:

- March (+36%)
- May (+22%)
- July (+50%)

Participation to events by month & event type



C. Bonus insight:

In 2025, over 5.6 million participants registered for events through Lyyti. Despite this confirmed intent, only around 1.2 million SMS messages were sent, an average of just 0.2 per registered participant.

This means most participants never received a single SMS, even at critical moments such as just before an event starts, when schedules change, or when attendance needs confirmation. It is immediate, difficult to ignore, and particularly effective for time sensitive event communication. Still, the data shows it is largely underutilised.





What this means for you

Participation does not happen automatically after registration. Engagement must be actively supported.

As contact databases grow, leaving attendance to chance is no longer viable. Fewer registrations can still deliver strong results if participation is high and the audience is relevant.

In 2026, participation will continue to replace registration numbers as the key KPI. This requires more intentional communication journeys, smarter use of channels like SMS, and a shift from volume thinking to experience driven design. Events that make participants feel seen, guided, and valued are the ones that will deliver real impact.

SuperOffice's take on events in 2026



SuperOffice is the new owner of Lyyti and together the two companies are on a mission to prove the impact of events. Here's what Bettina Isabella Bernsten (CMO, SuperOffice) shared.

How has the role of events changed within marketing and sales?

Events are becoming a more integrated part of the buying journey and in the collaboration between marketing and sales. From everything from large conferences to draw a big audience to tailor-made events for Decision Making Units, further down the funnel. At the same time, the numbers and ROI are increasingly important.

To look at the data to see what we should do more of, change, or just completely stop. I think this is something we're seeing across the board, not just at events.

Did you increase the number of events in 2025, and what kinds of events are you planning for 2026?

Yes, we did. Our flagship event, the SuperOffice CRM Tour, had a record number of sign-ups across markets. At the same time, we also conducted a digital-only webinar series in the DACH region, which was very well received. In-person and digital will continue to be important channels for us to engage with both new and existing customers.





Are you seeing any trends?

Along with large conferences featuring big names, people are seeking more intimate settings, where there's more room and time for conversations in small groups. We want the exclusivity, the feeling of being 'picked out' from the masses, with a **purpose of their attendance**.

People are tired of sitting and listening for hours to monologues. They want to be asked, included, and **engaged in interactions**.

Our time is our most precious 'asset,' and it takes more today to prioritise taking time to go to an event or join a webinar. We have **high expectations** for content to be insightful, food to be great, mingling to be facilitated, and the follow-up to be personalised.



Trend 5

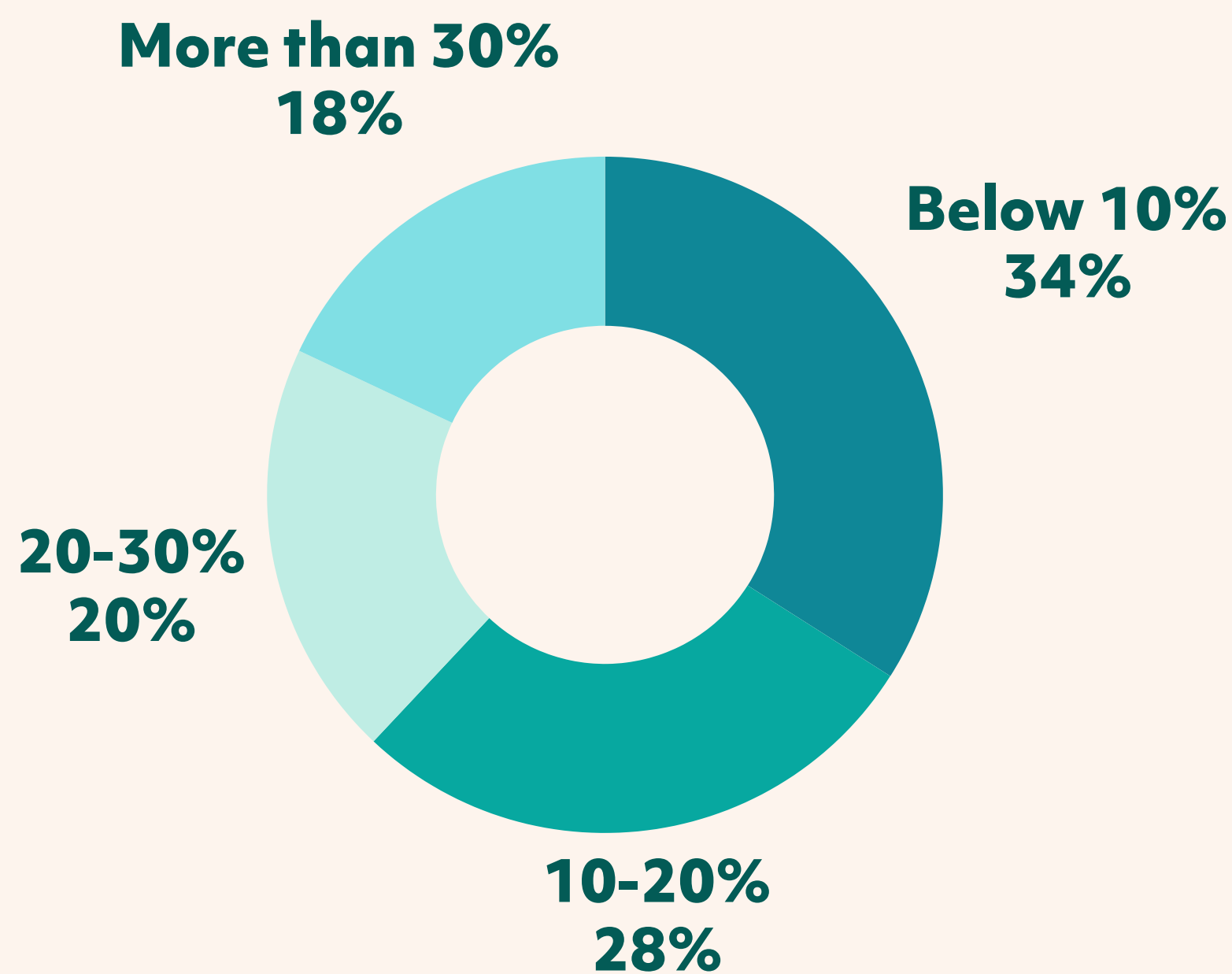
Management Event tech forms the backbone

What leaders think

“Planning an event isn’t just about logistics; it’s about creating experiences that resonate. The right event marketing software doesn’t just streamline tasks—it lets you focus on what truly matters: engaging your audience and delivering value. When everything is in one place, you’re not just managing an event—you’re driving results.”

Petri Hollmén, CEO of Lyyti

Contribution to events from overall marketing budget



Lyyti's findings

According to our survey

- Over 50% of organisations allocate 10–20% or less than 10% of their marketing budget to events.
- In comparable B2B marketing benchmarks, total marketing spend typically represents only a single digit share of company revenue. Within that reality, a 10–20% allocation to events is not marginal. It is a strategic bet.

As events compete with digital channels that offer immediate and visible performance metrics, pressure increases to make event impact equally measurable.

What this means for marketers

In 2026, event success is no longer defined by budget size or event volume. It is defined by how clearly impact can be proven.

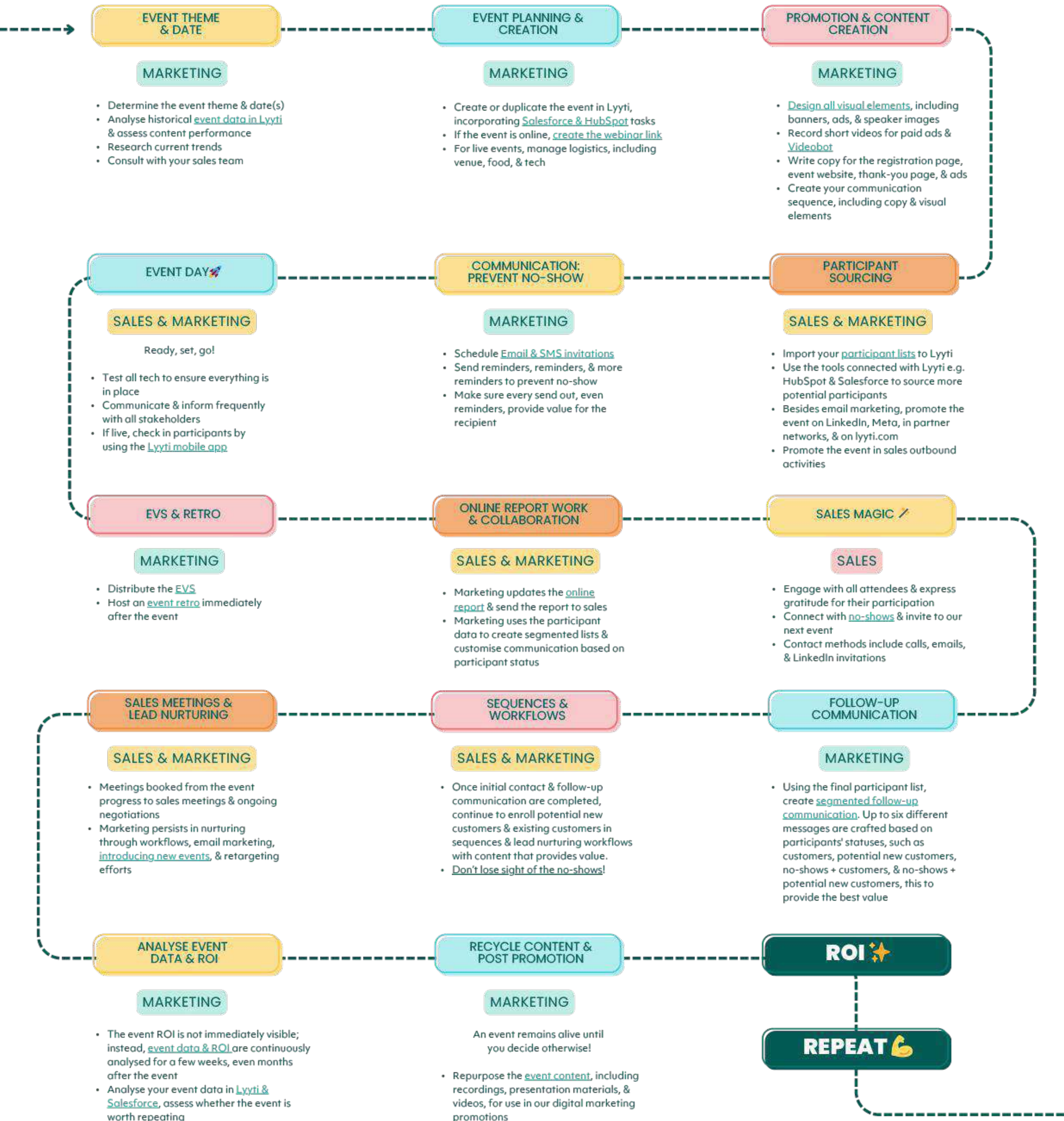
Event technology that connects engagement to pipeline, revenue, and long term customer value is no longer optional. It is essential to defend and grow event budgets.

The organisations that win will be those that treat data and systems as a foundation. This allows teams to spend less time on manual coordination and more time designing better experiences and delivering measurable results.



How Lyyti puts the “ROI in the Croissants”

As the cost of events increases, it's important to be able to collaborate effectively within your organisation. The process below has enabled us at Lyyti to prove the actual value of events. Copy with pride!



Half of your event activities are a waste of time & money

Lyyti tells you which events are the right investment! By combining our effective tools with expert knowledge, we help you reach your goals and grow your business through all types of events: live, online and hybrid.

Check out our demo

Book a demo

